



Smithsonian
National Postal Museum

Smithsonian Institution's National Postal Museum





National Postal Museum Objectives

- Tell the story of the United States Postal Service
- Tell the story of the history, heritage and heroes of the United States and other countries using postage stamps
- Support a priceless collection of 6 million objects

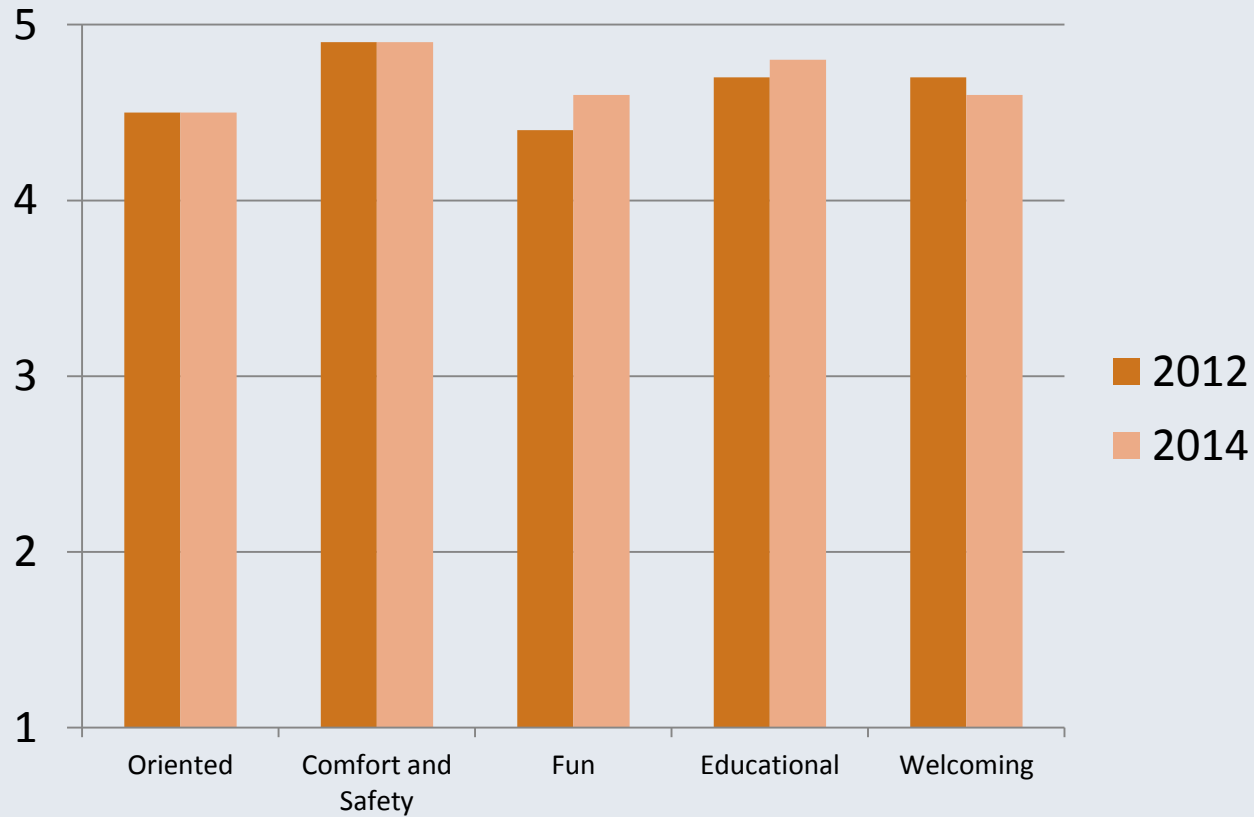


Smithsonian
National Postal Museum

NATIONAL POSTAL MUSEUM VISITATION			
Q4 YEAR-TO-DATE, FISCAL YEAR 2014 VS. SPY (Same Period Last Year)			
ONSITE	Museum	Total YTD	% Change
	NPM	363,802	27.7%
	Total Smithsonian	26,769,188	-12.7%
ONLINE* <i>(*New website measurement methodology established 7/1/2014. Q4 data incomplete. New baselines will be established in fiscal year 2015)</i>	Website	Total YTD	% Change
	NPM Main	2,330,085	17.8%
	Arago	670,394	3.5%
	Total	3,000,479	14.3%
SOCIAL MEDIA	Platform	Total YTD	% Change
	Facebook Fans	1,336	15.2%
	Twitter Followers	1,644	27.8%
	E-Newsletter Subscribers	397	9.5%
	YouTube Video Views	84,250	60.2%
	Blog Visits	224,155	169.8%
	Flickr Visits	4,551	8.5%
	Pinterest Followers	1,115	136.6%



FY 2014 Visitor Satisfaction Study





FY 2014 Visitor Satisfaction Study



	Inspired to Start a Stamp Collection
2012	18%
2014	27%

Groups with Children
35%



FY 2014 Visitor Satisfaction Study

	Superior	Would Return for Another Visit
2012	24%	67%
2014	52%	85%



United States Postal Service and The Mailing Industry

An innovative partnership between the United States Postal Service and private enterprise, which uses the Postal Service's network to provide essential services to American citizens and businesses.



Smithsonian
National Postal Museum

Why tell the Story?



Smithsonian
National Postal Museum

Museum's Mission



Mailing Industry's Point of View

- Visibility
- Education
- Contribution to the U.S. communication and commerce channels
- Highlight the inventors and innovators
- Highlight the key industry players today
- Demonstrate the size and impact of the industry
- Examine relevance to the digital age



Smithsonian
National Postal Museum

How to Tell the Story



The Mailing Industry

Provides essential services to the American public by partnering with the United States Postal Service:

- Over 250 years old
- Supports over 8.4 million US jobs
- \$1.3 trillion in sales revenue annually
- 8.6% of the US GDP



Guiding Principles

Stories will focus on:

- How individual companies and whole industries adapt and change to serve the American public's business and personal communication needs through the use of the Postal Service's network
- How entrepreneurs, innovators and multi-generational family businesses, in partnership with the USPS, helped to enhance and grow the Postal Service's communication and commerce channels for the benefit of America's citizens and businesses
- How important the partnership between the USPS and the mailing industry is to the country's economy
- How the USPS network helped to build the Mailing Industry



Major Segments of the Mailing Industry

- Forestry and Paper Industry
- Printers
- Newspapers and Magazines
- Catalog and Mail Order
- Envelope Manufacturers
- List Brokers, Data Processors, Software Vendors
- Letter and Mail Shops
- Fulfillment and Package Services
- Logistics
- Direct Mail Marketers, Advertising Agencies, Designers
- Equipment Manufacturers
- Large Transactional Mailers



Smithsonian
National Postal Museum

USPS & Mailing Industry Online Gallery

[Home](#)

[Industry](#) ▾

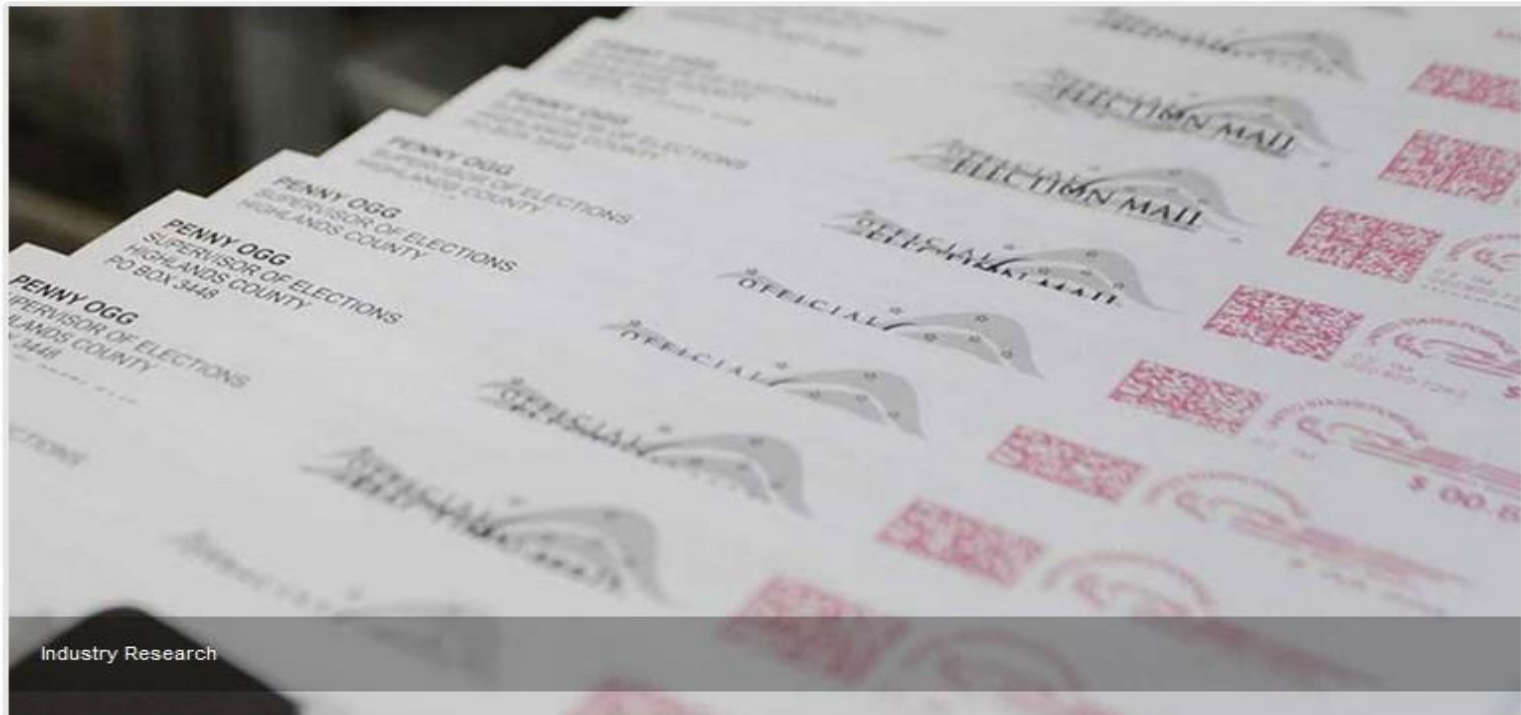
[Research](#) ▾

[Directories](#) ▾

[About](#) ▾



ENVELOPE MANUFACTURING



Industry Research

○○○○○●

Overview

Pioneers & Early Adaptors

Directory

Industry Leaders

Historical Artifacts

Industry Research

State of the Industry & Future Outlook

USPS Partnership



Smithsonian
National Postal Museum

USPS & Mailing Industry Rotating Gallery



Major Segments of the Mailing Industry Rotating Gallery

- **Raw Materials**
 - Forestry and Paper
 - Envelope Manufacturers
 - Equipment Manufacturers
- **Service Providers**
 - Printers
 - List Brokers, Data Processors, Software Vendors
 - Fulfillment and Packages
 - Letter and Mail Shops
- **Content**
 - Large Transactional Mailers
 - Direct Mail Marketers, Advertising Agencies, Designers
 - Newspapers and Magazines
 - Catalog and Mail Order
- **Logistics**



Organizational Approach

Steering Group:

- Propose stories
- Propose story tellers
- Identify prospects and network the museum for fundraising opportunities
- Participate in a public relations plan





Organizational Approach

Content Subcommittee:

- Membership from museum:
 - Project manager
 - Website/PR manager
 - Exhibits manager
 - Curators of history
- Decide what stories and content the museum will tell
- Make sure the stories are in line with the guiding principles
- Decide on media format criteria



Website



Rotating Gallery